



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-24-2012 PAGE: 1 of 3

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 390675	Contract Dt 06-21-2012	Revision Dt 10-23-2012	Rev# 2	Advertiser FITZPATRICK FOR US CONGRESS	Brand FITZPATRICK FOR CONGRESS	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 2407			CMS # 237822	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 237822				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 2407																	
2	10-15-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30	X	X	X	X	X			3	1,900	9	17,100.00
3	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30	X	X						2	1,900	2	3,800.00
5	10-15-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30	X	X	X	X	X			4	1,900	12	22,800.00
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30	X	X						2	1,900	2	3,800.00
7	10-14-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	600	4	2,400.00
8	10-14-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				8	30							X	1	650	4	2,600.00
9	10-21-2012	10-21-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705				8	30							X	1	5,500	1	5,500.00
10	11-04-2012	11-04-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705				8	30							X	1	5,500	1	5,500.00
12	10-15-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30	X	X	X	X	X			2	1,600	6	9,600.00
13	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30	X	X						1	1,600	1	1,600.00
15	10-15-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	X	X	X	X	X			4	1,700	12	20,400.00
16	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	X							1	1,700	1	1,700.00
18	10-15-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				8	30	X	X	X	X	X			4	2,700	12	32,400.00
19	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				8	30	X							1	2,700	1	2,700.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 2407			CMS # 237822	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 237822											
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$						
Agency CPE: E : 2407																											
21	10-15-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)					8	30	X	X	X	X	X			5	3,400	10	34,000.00						
	MG Group #	Preempted	Rate Reason	MG Description						Duration																	
	334535	10-19-2012	3,400 POLITICAL	1 X 30 @ \$3,400 M 06:30PM - 07:00PM - 10/15/12-10/15/12 (7286)					9	30	X											1	3,400	1	3,400.00		
		Total:	3,400																		Preempt Total:		-1	-3,400.00			
22	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)					8	30	X	X	X	X	X			5	3,400	5	17,000.00						
23	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)					8	30	X											1	3,400	1	3,400.00		
24	10-13-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)					7	30											X	X	1	1,500	4	6,000.00	
26	10-15-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)					8	30	X	X	X	X	X			2	3,600	6	21,600.00						
27	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)					8	30	X											1	3,600	1	3,600.00		
28	10-15-2012	10-15-2012	10:00PM - 11:00PM	PRIME MO10 (7010)					8	30	X											1	9,000	1	9,000.00		
29	11-01-2012	11-01-2012	09:00PM - 10:00PM	9-10P THU GREYS (7194)					8	30											X		1	13,000	1	13,000.00	
	MG Group #	Preempted	Rate Reason	MG Description						Duration																	
	331861	11-01-2012	13,000 ABC PROGRAM CHANGE	1 X 30 @ \$13,000 Th 09:00PM - 10:00PM - 10/25/12-10/25/12 (7039)					8	30											X		1	13,000	1	13,000.00	
		Total:	13,000																		Preempt Total:		-1	-13,000.00			
31	10-15-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)					8	30	X	X	X	X	X	X	X	5	3,700	15	55,500.00						
32	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)					8	30	X											1	3,700	1	3,700.00		
33	10-10-2012	10-12-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)					8	30											X	X	X	1	1,900	1	1,900.00

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			Agency CPE: E : 2407														
34	10-10-2012	10-12-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30			X	X	X			1	1,900	1	1,900.00
35	10-10-2012	10-12-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30			X	X	X			1	1,600	1	1,600.00
36	10-10-2012	10-12-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	8	30			X	X	X			2	1,700	2	3,400.00
37	10-10-2012	10-12-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	8	30			X	X	X			2	2,700	2	5,400.00
38	10-10-2012	10-12-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30			X	X	X			3	3,400	3	10,200.00
39	10-10-2012	10-12-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30			X	X	X			1	3,600	1	3,600.00
40	10-10-2012	10-14-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	8	30			X	X	X			3	3,700	3	11,100.00
														Contracted Gross Total:		127	337,800.00
														Actual Gross Total:		127	337,800.00
														Agency Commission:			50,670.00
														Net Total:			287,130.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Oct 12		3,400.00		16,400.00		215,450.00		13,000.00 DB						228,450.00			
Nov 12		13,000.00		0.00		122,350.00		13,000.00 CR						109,350.00			
TOTAL		16,400.00		16,400.00		337,800.00		0.00						337,800.00			

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